



Proposed Academic Year	2021/ 2022	Last Reviewed Academic Year	2020/2021
Course Code	INTE 240	Course Title	Multimedia Design and Animation I
Credit hours	3	Level of study	Undergraduate
College / Centre	COBA	Department	MIFS
Co-requisites	None	Pre-requisites	INTE305

1. COURSE OUTLINE

The course Multimedia design and animation equip the students with basic skills to apply and demonstrate multimedia design and animation. The course will cover the fundamental of multimedia design and animation i.e. multimedia design process, interface design, graphic design, audio and video production, and animation.

2. AIMS

The aim of the course is to equip the students with skills and knowledge of graphic design tools. The course will equip students with skills and knowledge of visual graphical communicative business problems.

3. LEARNING OUTCOMES, TEACHING, LEARNING, ASSESSMENT METHODS, and Graduate Attributes Mapping

Learning Outcomes (Definitive) Upon successful completion of this course, students will be able to:	Teaching and Learning methods (Indicative)	Assessment (Indicative)	Graduate Attributes Mapping
1. Examine and analyze multimedia products and processes.	Lectures, seminars, Case Studies, Group work, presentations, and lab work	Class Presentation, Written Examination, Class Presentation, Written Examination, Assignment Project	Knowledge of a discipline. Global insight.
2. Develop and apply concepts for new media by using multimedia products	Lectures, seminars, Case Studies, Group work, presentations, and lab work	Class Presentation, Written Examination, Class Presentation, Written Examination, Assignment Project	Innovative spirit. Knowledge of a discipline. Adaptability to changing environments.
3. Identify and Asses an appropriate media delivery	Lectures, seminars, Case Studies, Group work, presentations, and lab work	Class Presentation, Written Examination, Class Presentation, Written	Innovative spirit. Knowledge of a discipline.



	technique for different information types.		Examination, Assignment Project	Adaptability to changing environments.
4.	Conceptualize animation sequences for screen output	Lectures, seminars, Case Studies, Group work, presentations, and lab work	Class Presentation, Written Examination, Class Presentation, Written Examination, Assignment Project	Innovative spirit. Knowledge of a discipline.

4. ASSESSMENT WEIGHTING

Assessment	Percentage of final mark (%)
Final	30
Mid	30
Assignment	30
Participation	10
TOTAL	100%

5. ACHIEVING A PASS

Students will achieve 3 credit hours for this course by achieving a minimum overall score of 50%

6. COURSE CONTENT (Indicative)

LECTURE TOPIC	TIME (HOURS)
Multimedia Overview	06
Using Text in Multimedia	04
Making Still Images	06
The Power of Sound	06
Multimedia Using Video	06
Multimedia Authoring Concepts and Practice:	05
Explaining the Basic Features of Macromedia Director and Adobe Flash	06
Concept of Animation	06
TOTAL HOURS	45
Plus, RECOMMENDED INDEPENDENT STUDY HOURS	
TOTAL COURSE HOURS	45

7. RECOMMENDED READING

Core text/s:



Jackson, C., 2018. *After effects for designers: Graphic and interactive design in motion*. Routledge.

Multimedia Foundations: Core Concepts for Digital Design 2nd Edition
by Vic Costello

William Vaughan - Digital Modeling-New Riders (2012) citation

Library + online resources:

ASU library

ASU online resources (ProQuest and ebrary)

Sultan Qaboos University Library (by agreement)

Open Education Resources:

<http://oasis.col.org/>